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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number 10/821,516  
Filing Date 04/09/2004  
First Named Inventor Kowalchuk  
Art Unit 3623  
Examiner Name Unknown  
Attorney Docket Number 92164624.2

## ENCLOSURES (Check all that apply)

- |  |  |   |
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| <input type="checkbox"/> Fee Transmittal Form<br><br><input type="checkbox"/> Fee Attached<br><br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><br><input type="checkbox"/> Extension of Time Request<br><br><input type="checkbox"/> Express Abandonment Request<br><br><input checked="" type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><br><input type="checkbox"/> Response to Missing Parts/Incomplete Application<br><br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s)<br><br><input type="checkbox"/> Remarks | <input type="checkbox"/> After Allowance communication to Technology Center (TC)<br><br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br>1) PTO/SB/08A<br>2) PTO/SB/08B<br>3) Return Postcard |
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name Brian C. McCormack, Reg. No. 36,601  
Baker & McKenzie LLP  
Signature *Brian C. McCormack*  
Date 1-6-2005

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Typed or printed name Brian C. McCormack, Baker & McKenzie, LLP  
Signature *Brian C. McCormack*

Date 1-6-2005

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Craig W. Kowalchuk

Application No: 10/821,516

Filing Date: 04/09/2004

Examiner: Unknown

Group Art No: 3623

Attorney Docket Number: 92164624.2

For: SYSTEMS AND METHODS FOR TARGETING CONSUMERS ATTITUDINALLY  
ALIGNED WITH DETERMINED ATTITUDINAL SEGMENT DEFINITIONS

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the duty of disclosure under 37 C.F.R. § 1.56, Applicant(s) hereby notify the U.S. Patent and Trademark Office of the document(s) which is/are listed on the attached Form PTO-SB/08A and PTO-SB/08B. Copies of the references may be found in parent application number 09/511,971 filed on 9/24/2000.

X  (1) This IDS does NOT require a fee or 37 C.F.R. § 1.97(e) statement because it is being filed (check all that apply):

     (a) Within three months of the filing date of a national application other than a continued prosecution application under § 1.53(d); **OR**

     (b) Within three months of the date of entry of the national stage as set forth in §

Attorney Docket No. 92164624.2

1.491 in an international application; **OR**

☒ (c) Before the mailing of a first Office action on the merits; **OR**

☐ (d) Before the mailing of a first Office action after the filing of a request for continued examination under § 1.114.

☐ (2) This information disclosure statement is filed before the mailing date of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application, and (check only one):

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The submission of the listed documents is not intended as an admission that any such document constitutes prior art against the claims of the present application. Applicant(s) does/do not waive any right to take any action that would be appropriate to antedate or otherwise remove any listed document as a competent reference against the claims of the present application. Please charge any necessary fee or credit any overpayment in connection with this Information Disclosure Statement to Deposit Account No. 13-0480 (please reference 92164624.2).

Respectfully submitted,



Brian C. McCormack  
Attorney for Applicant  
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Substitute for form 1449/PTO

PTO/SB/08A (08-03)

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Complete if Known

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1

of 2

Application Number	10/821,516
Filing Date	04/09/2004
First Named Inventor	Kowalchuk
Art Unit	3623
Examiner Name	Unassigned
Attorney Docket Number	92164624.2

### U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.†	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	US-	5,041,972	8/20/1991	Frost	
	US-	6,061,658	5/9/2000	Chou et al.	
	US-	6,233,564	5/15/2001	Schulze Jr.	
	US-	6,236,977	5/22/2001	Verba et al.	
	US-	6,285,983	9/4/2001	Jenkins	
	US-	6,286,005	9/4/2001	Cannon	
	US-	6,430,539	8/6/2002	Lazarus et al.	
	US-	6,539,392	3/25/2003	Rebane	
	US-	6,623,040	9/23/2003	Foley et al.	
	US-				
	US-				
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### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.†	Foreign Patent Document Country Code <sup>3</sup> Number <sup>3</sup> Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>4</sup>

Examiner Signature	/Romain Jeanty/	Date Considered	June 18, 2008
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\*EXAMINER initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Application Number	10/821,516
Filing Date	04/09/2004
First Named Inventor	Kowalchuk
Art Unit	3623
Examiner Name	Unassigned
Attorney Docket Number	92164624.2

Sheet 2 of 2

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		JACKSON, et al., "Strategic Database Marketing", 1996, NTC Business Books, pages 89-96, 102-103, 158-159, 161-163, and 168-187.	
		BORT, JULIE, "Data Mining's Midas Touch", InfoWorld, April 1996, Volume 18, Issue 18, Start Page 69, [Retrieved on March 27, 2002], Retrieved from: Proquest Direct.	
		"Database Marketing: Improving Service and Profitability by Segmenting Customers...", American Banker, September 1998, Volume 163, Issue 176, Start Page 30A [Retrieved on March 27, 2002], Retrieved from: Proquest Direct.	
		NASH, EDWARD L., "Database Marketing, the Ultimate Marketing Tool", 1993, McGraw-Hill, Inc., pages 41-43, 90-91, 128-163.	
		O'SULLIVAN, ORLA, "Bringing Your Commercial Customers Into Focus", www.banking.com, 01/22/1998 [retrieved on 12/24/02], 4 pages retrieved from: google.com and archive.org.	
		"Hottest Technology", Computer Business Review, 10/01/1996 [retrieved on 12/24/02], Volume 4, Number 10, 2 pages, retrieved from: Dialog.	
		LACH, JENNIFER, "Data Mining Digs In", American Demographics, 07/1999 [retrieved on 12/24/02], 4 pages, retrieved from: Dialog.	
		KRESS et al., "Forecasting and Market Analysis Techniques", Quorum Books, 1994, pages 29-54.	
		WEINSTEIN, ART, "Marketing Segmentation", McGraw Hill, 1994, pages 52-64.	
		MUGO, FRIDAH, W., "Sampling in Research", http: trochim.human.cornell.edu/tutorial/mugo/tutorial.htm, 02/10/1998 [retrieved 04/04/04], pages 1-8, retrieved from : Google.com and archive.org.	

Examiner Signature	/Romain Jeanty/	Date Considered	June 18, 2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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